

PRIME Database Project



What is PRIME?



Property and **R**etail **I**nformation,
Management and **E**valuation

In a Microsoft Access database

What is the PRIME database?

Street-Level Data Gathering in Support of...

- Ongoing business retention
- Buxton Analysis - SCOUT®
- City Council's Strategic Initiative for the Upper Warwick Corridor
- Ongoing external development interests



Why did we need this data?

There is currently no single source of information for:

- Businesses and business types
- Properties available

Assist in development

- Multiple agents and/or property owners
- Valuable, time-saving information for potential investors

Help Corridor retailers differentiate themselves from Jefferson Avenue

- Buxton's analytics = help us understand the Corridor's customers
- PRIME Database = help us match current and future retail to them



What data is being collected?

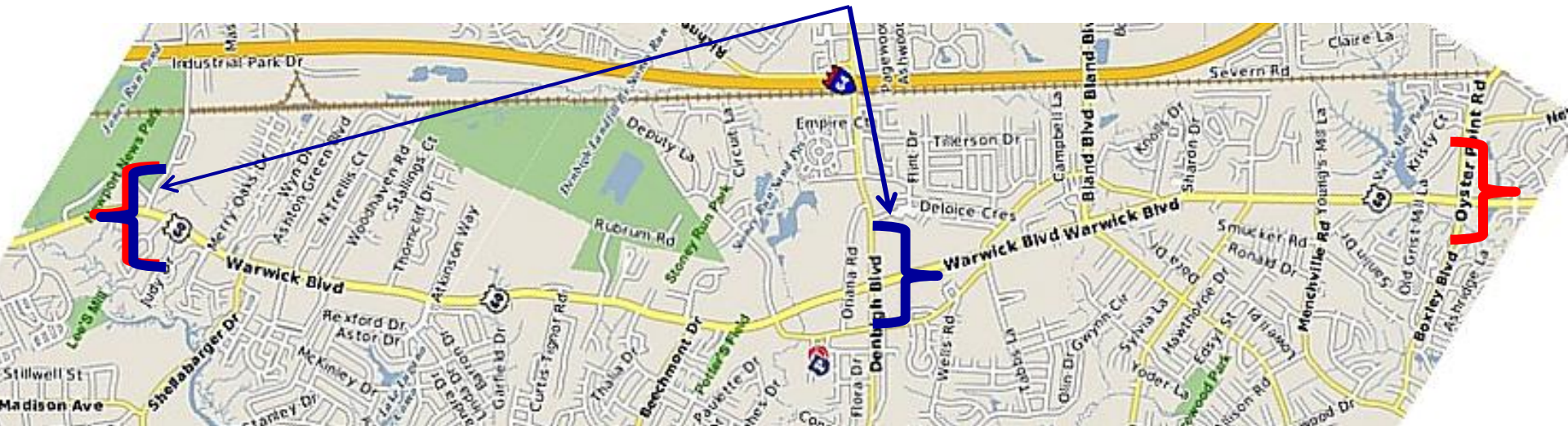
- Total project = from Industrial Park Drive (northern boundary) to Oyster Point Road (southern boundary)
- Current data accumulation = from Industrial Park Drive to Denbigh Boulevard
- Business names and phone numbers (if available)
- Business type – product and/or service
- Building/structure type
- Shopping center name and all tenants
- Businesses that have closed / moved
- Photographs

What data has been collected?

From Industrial Park Drive to Denbigh Boulevard

- 350 businesses identified
- 80 business categories
- 1,200 photos taken

Current data collection



Northern
Boundary

Southern
Boundary

Parcel information from City's REIS
System merged into Database

Broker, space, and leasing
information if available

Listing of shopping center
name and all businesses

Photographic documentation:

- Aerials
- Property Sign
- Overall shopping center
- Individual tenants/
businesses

15400 WARWICK BLVD

078000101

Location Code E-131

ONE SONNY CORPORATION
15400 WARWICK BLVD
NEWPORT NEWS VA 23608

Year Built	1960
Zoning	C1
Acreage	2.68

Last Sale	5/27/1998
Sale Amt	\$500,000

2010/2011 Assessment	
Land	\$409,100
Improvements	\$510,800
Total	\$919,900

Broker Retail Advisors

Structure Type Commercial - Strip Medium (5-14 units)

Notes

Advertising 1,310 SF as Available

Businesses at this Address

Vinny & Sonny's

Agape Learning Center Daycare

Hair Designs by Toby

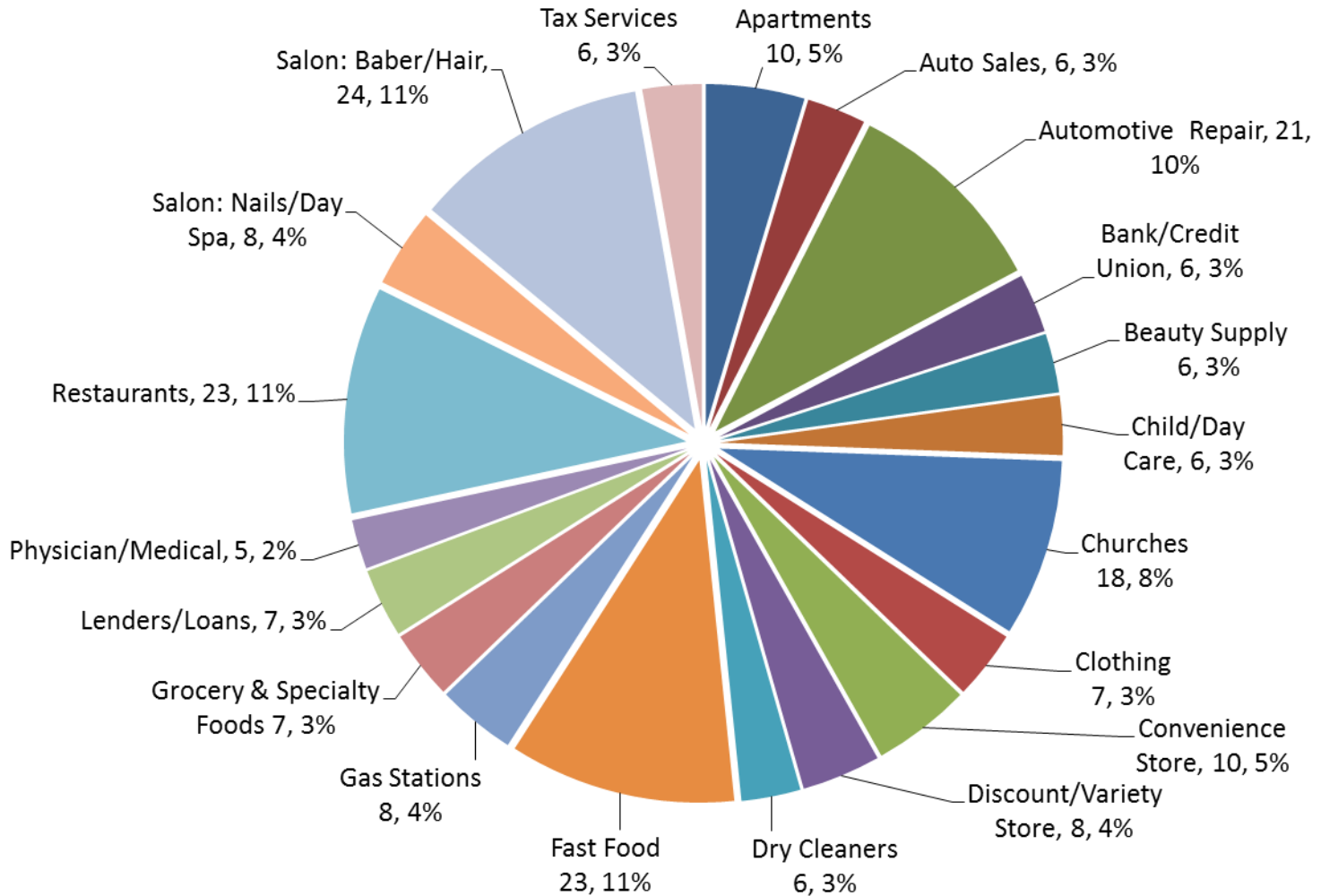
La Mexicana Bakery, Panaderia

Luigi's

Seamz by Rachel



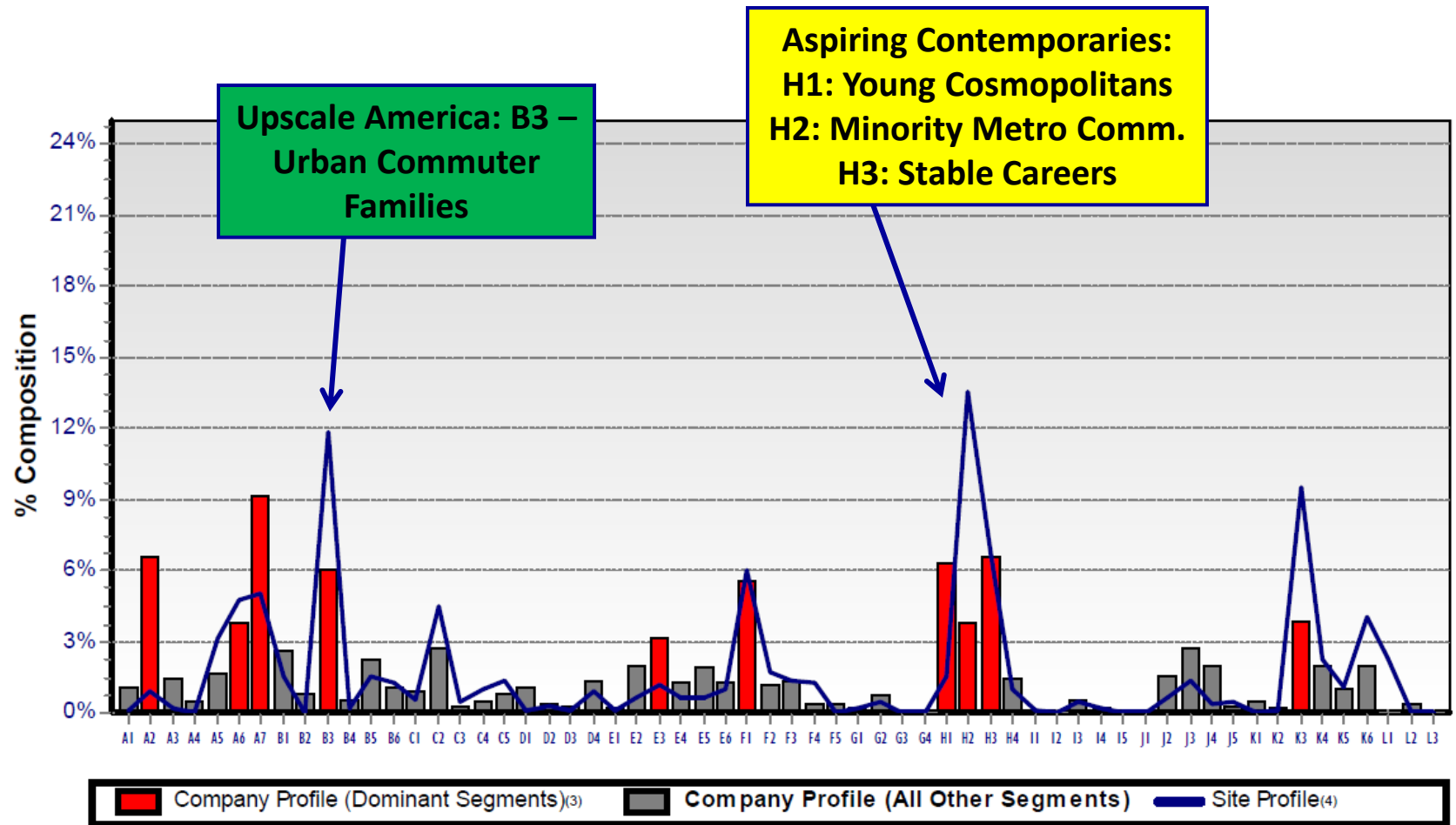
Top 20 Business Categories



SCOUT® and PRIME

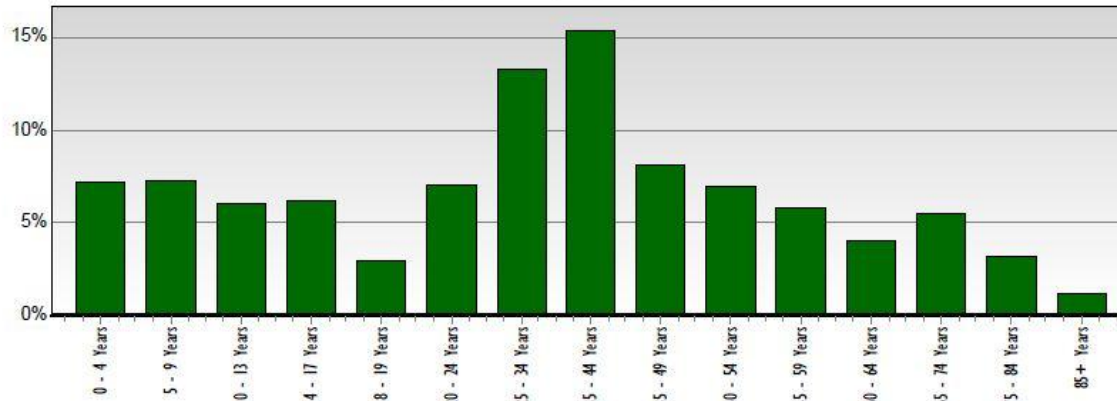


SCOUT® and PRIME

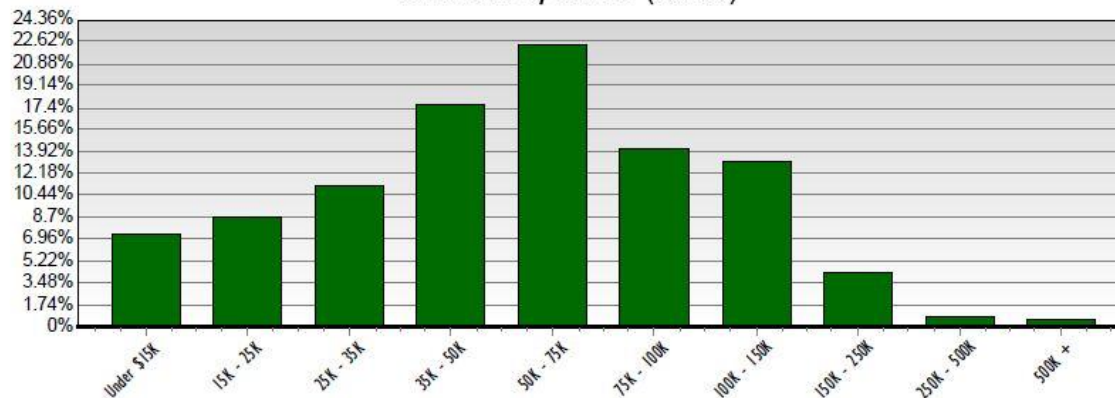


SCOUT® and PRIME

Population By Age (Current)



Households By Income (Current)



15 Min Drive

Population By Age (Current)	Time
0 to 4 years	13,430
5 to 9 years	13,566
10 to 13 years	11,252
14 to 17 years	11,633
18 to 19 years	5,423
20 to 24 years	13,147
25 to 34 years	24,754
35 to 44 years	28,750
45 to 49 years	15,153
50 to 54 years	13,093
55 to 59 years	10,879
60 to 64 years	7,652
65 to 74 years	10,236
75 to 84 years	5,982
85+ Years	2,154

Total Population By Age 187,097

Median Age 35.7

SCOUT® and PRIME

Warwick Blvd & Denbigh Blvd, Newport News, VA

Retail Leakage and Surplus Analysis

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$52,232,108	\$96,898,000	1.9
Expenditures at Computer and Software Stores	\$14,572,997	\$26,289,982	1.8
Expenditures at Camera and Photographic Equipment Stores	\$2,797,944	\$3,498,719	1.3
Total Electronics & Appliance Stores	\$69,603,049	\$126,686,701	1.8

SCOUT® and PRIME

CPR-3minutedrive from Stoneybrook SS [Compatibility Mode] - Microsoft Excel

1	Number	CATEGORY	DESCRIPTION	INDEX
1715	1964	ELECTRONICS	BOUGHT DVDS FROM SAMS CLUB	102
1716	1965	ELECTRONICS	BOUGHT DVDS FROM WALMART	91
1717	1966	ELECTRONICS	BOUGHT DVDS FROM TARGET	115
1718	1967	ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO FOR RECORDING IN LAST 12 MONTHS	100
1719	1968	ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO CDS	106
1720	1969	ELECTRONICS	PURCHASED BLANK AUDIO/VIDEO DVDS	104
1721	1970	ELECTRONICS	BOUGHT MUSIC FROM SUPERMARKETS/DRUG STORE IN LAST 12 MONTHS	116
1722	1971	ELECTRONICS	BOUGHT MUSIC BY MAIL OR PHONE IN LAST 12 MONTHS	166
1723	1972	ELECTRONICS	OWN FACSIMILE (FAX)	83
1724	1973	ELECTRONICS	OWN PDA (PERSONAL DIGITAL ASSISTANT/ HANDHELD ORGANIZER)	101
1725	1974	ELECTRONICS	USE CASIO PDA (PERSONAL DIGITAL ASSISTANT)	265
1726	1975	ELECTRONICS	USE COMPAQ PDA (PERSONAL DIGITAL ASSISTANT)	128
1727	1976	ELECTRONICS	USE HEWLETT-PACKARD PDA (PERSONAL DIGITAL ASSISTANT)	59
1728	1977	ELECTRONICS	USE HANDSPRING PDA (PERSONAL DIGITAL ASSISTANT)	37
1729	1978	ELECTRONICS	USE PALM PDA (PERSONAL DIGITAL ASSISTANT)	97
1730	1979	ELECTRONICS	USE CLIE (SONY) PDA (PERSONAL DIGITAL ASSISTANT)	83
1731	1980	ELECTRONICS	BOUGHT DVDS FROM MOVIES GALLERY	149
1732	1981	ELECTRONICS	OWN BOOM BOX STEREO/RADIO EQUIPMENT	85

SCOUT® and PRIME

PRIME NN Database : Database (Access 2007) - Microsoft Access

File Home Create External Data Database Tools

View Paste Cut Copy Format Painter Filter Sort & Filter Ascending Descending Remove Sort Selection Advanced Toggle Filter Refresh All Delete More Records Find Replace Go To Select Find Text Formatting

All Access Objects

Search...

Tables

Queries

Forms

Reports

All Parcels Sales Info

ContactAddressBook

ContactList

ContactPhoneBook

Copy Of Retail/Service Type Grouped w/...

Label

ParcelBrochure

ParcelOverview2

ParcelOverview3

Photos

RecentSalesReport

Retail/Service Type Grouped

Retail/Service Type with Address

Retail/Service Type1

Tenants - Alpha List

Tenants - Grouped by Address

Totals-working

Retail/Service Type with Address

Dollar Tree	435 ORIANA RD	Newport Crossing Shopping Center
Family Dollar	14347 WARWICK BLVD	Warwick-Denbigh Shopping Center
Lyn's Dollar Store and More	15501 WARWICK BLVD	Strip Center - No Name
Dry Cleaning		
Cho's Cleaners	14350 WARWICK BLVD	
Cho's Cleaners	15501 WARWICK BLVD	Strip Center - No Name
Vacant Space for Rent by Owner		
Cho's Cleaners	15463 WARWICK BLVD	
Eagle Cleaners	15525 WARWICK BLVD	Ashton Green Plaza
Our Cleaners	435 ORIANA RD	Newport Crossing Shopping Center
Sujon Barbershop, Alterations & Dry Cleaner	14440 OLD COURTHOUSE WAY	Sujon Barbershop
Young's Cleaners	15559 WARWICK BLVD	The Destiny Center (part of)
Electronics Sales/Repair		
Radio Shack	14347 WARWICK BLVD	Warwick-Denbigh Shopping Center
Embroidery/Engraving/Promotional Items		
Cardwell Printing & Advertising	15466 WARWICK BLVD	
Cardwell printing using entire space. Addressed on sign as 15470.		
Garfield Screen Printing	14246 OLD COURTHOUSE WAY	
Kang's Embroidery	15525 WARWICK BLVD	Ashton Green Plaza
The Upper Room Embroidery	13813 BC WARWICK BLVD	Spanish Village
Employment Agency		
Hospitality Staffing Solutions	13813 BC WARWICK BLVD	Spanish Village
Labor Ready	452 DENBIGH BLVD	
Entertainment/Family Activity		
Bounce House, Inflatable Kids Playground	14347 WARWICK BLVD	Warwick-Denbigh Shopping Center

Report View

Num Lock

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ParcelBrochure

ParcelOverview2

ParcelOverview3

Photos

RecentSalesReport

Retail/Service Type Grouped

Retail/Service Type with Address

Retail/Service Type1

Tenants - Alpha List

Tenants - Grouped by Address

Totals-working

ParcelOverview3

14501 WARWICK BLVD

108000207
LocationCode W-179

B & S ASSOCIATES L L C	Year Built	1978	Last Sale	12/30/1977
5800 LAKE WRIGHT DR SUITE 104	Zoning	C1	Sale Amt	\$155,000
NORFOLK VA 23502	Acreage	2.82	2010/2011 Assessment:	
			Land	\$859,900
			Improvements	\$1,899,900
			Total	\$2,759,800

Broker Robert Brown & Associates, Inc.

Structure Type Commercial - Strip Medium (5-14 Units)

Notes

Adversing Retail Space for lease (+/- 3,865 sf end cap available). Vacated

Businesses at this Address

Denbigh Specialty Shoppes

Approved Cash Advance

Lin's Express

Lovely Hair

Movie Scene (north end cap)





Nail Graphics

Pet World

Subway

Vacant Retail Space

Vacant Retail Space (south end cap)

Report View

Num Lock

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ParcelOverview2

ParcelOverview3

Photos

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Retail/Service Type Grouped

Retail/Service Type with Address

Retail/Service Type1

Tenants - Alpha List

Tenants - Grouped by Address

Totals-working

ParcelOverview3

15463 WARWICK BLVD

070000136
LocationCode W-123

CHONG MI SUN	Year Built	2008	Last Sale	10/25/2004
601 OLD LANDING ROAD	Zoning	C1	Sale Amt	\$-00
YORKTOWN VA 23692	Acreage	0.69		

2010/2011 Assessment:

Land	\$142,500
Improvements	\$451,700
Total	\$594,200

Broker

Structure Type Commercial - Strip Small (2-4 units)





Notes

One vacant unit for Rent by Owner

Businesses at this Address

Cho's Cleaners

Langley Federal Credit Union



Report View

SCOUT® and PRIME

Invaluable tools for commercial and retail planning and implementation



What else can we do with PRIME?

- ④ Evaluate the challenges and opportunities of the Corridor's current businesses
 - What kind of retail environment is the Upper Warwick Corridor?
 - What should it be?
 - Does the Corridor meet the commercial needs and desires of the community?

- ④ Identify needs, gaps and opportunities
 - Which businesses need help?
 - Which retailers should we recruit?
 - More informed use of Buxton's analytics



How will we use SCOUT® and PRIME?

- 🌀 Develop Staff's retail expertise
- 🌀 Target Audiences
 - Existing Retailers and Property Owners
 - Commercial Real Estate Brokers
 - Prospective/Desired Retailers
- 🌀 Data gathering continues
 - From Denbigh Boulevard to Oyster Point Road
 - Ongoing - Refine, supplement, update
 - Continue to incorporate Commercial Brokers' information and marketing brochures



How will we allocate resources to meet these needs?